

₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

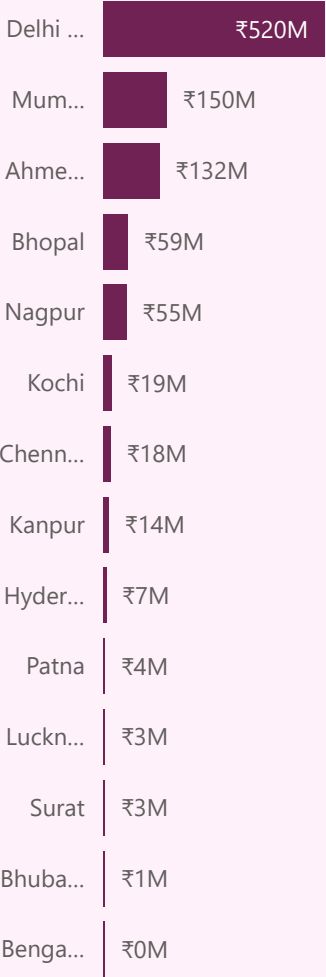
Dec 17

Jan 18

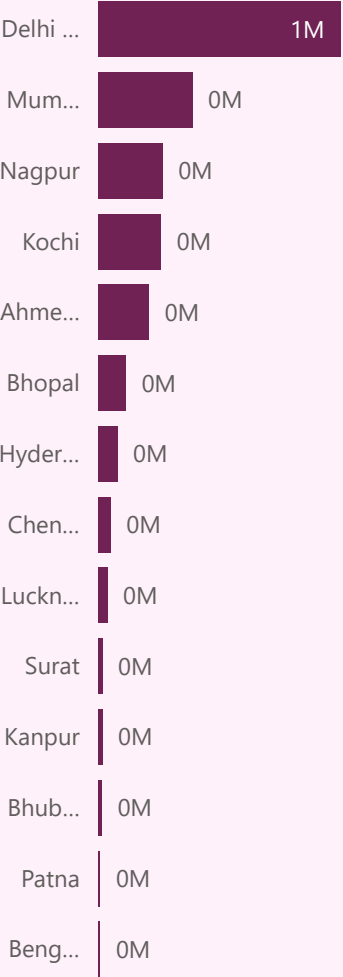
Feb 18



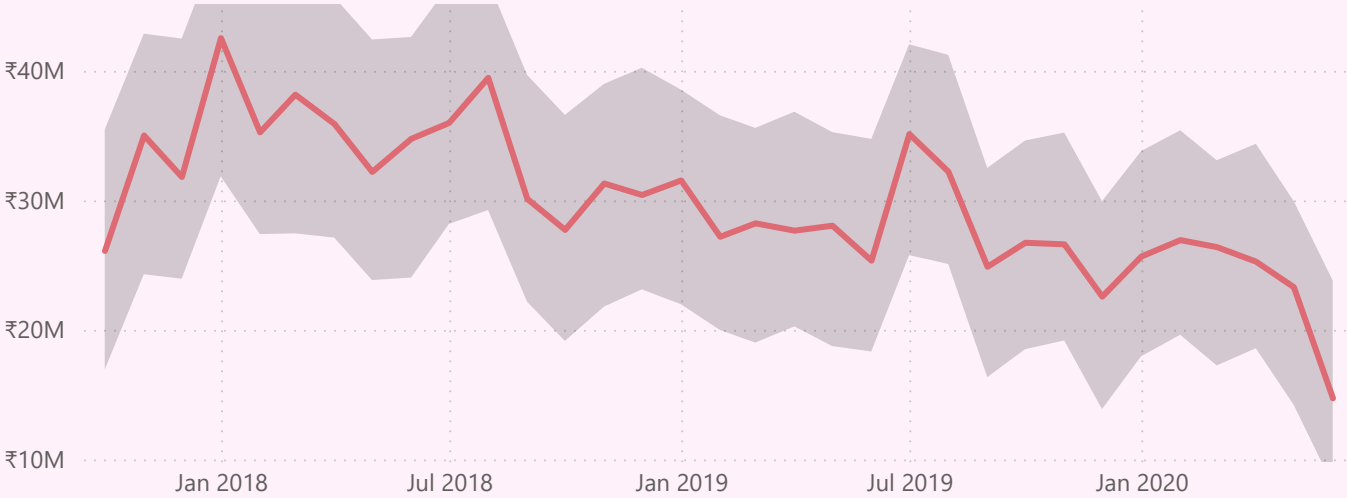
Revenue by Market Region



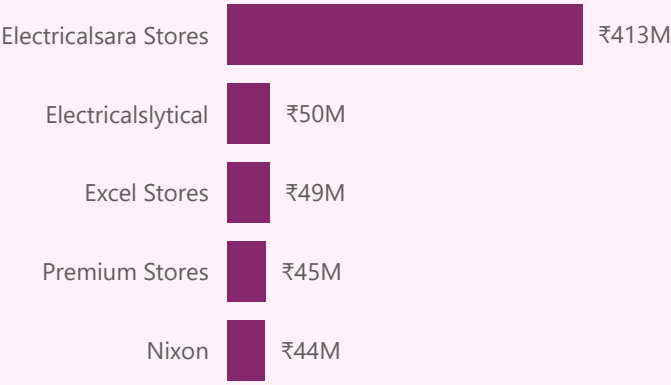
Sales Qty by Market Region



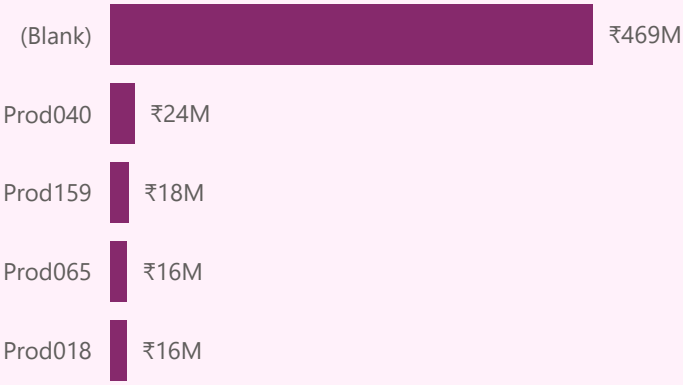
Revenue Trend



Top 5 Customers



Top 5 Products



₹985M

Revenue

2M

Sales Qty

2017

2018

2019

2020

Jun 17

Jul 17

Aug 17

Sep 17

Oct 17

Nov 17

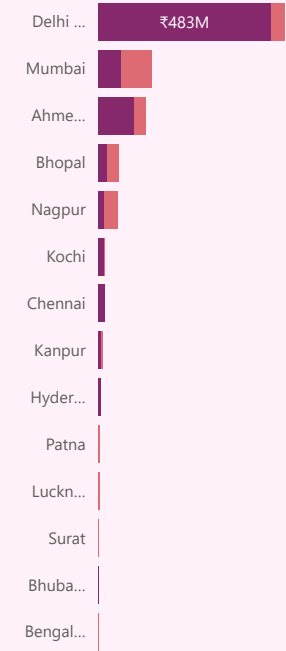
Dec 17

Jan 18

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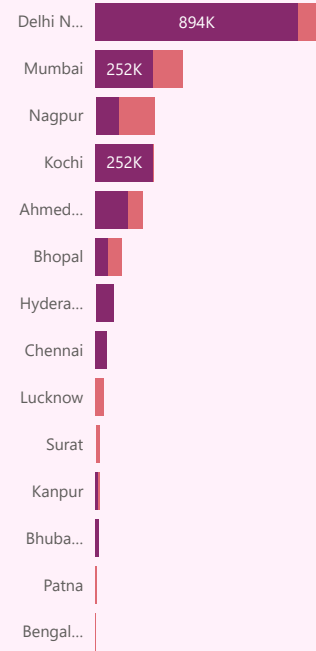
Revenue by Market Region

custo... Brick & Mortar E-Commerce

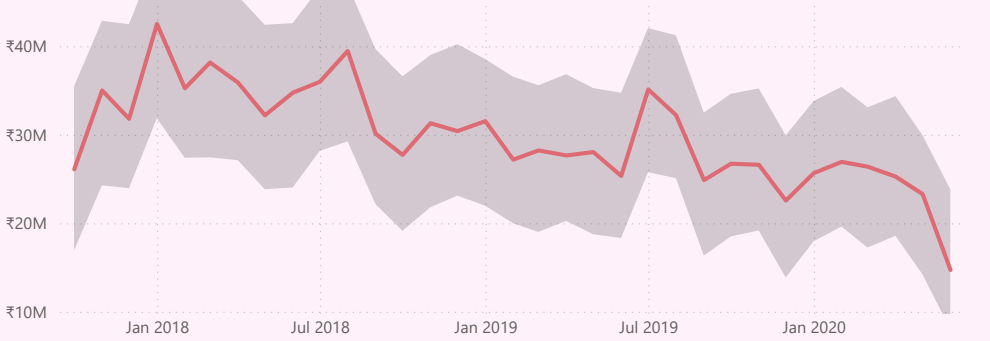


Sales Qty by Market Region

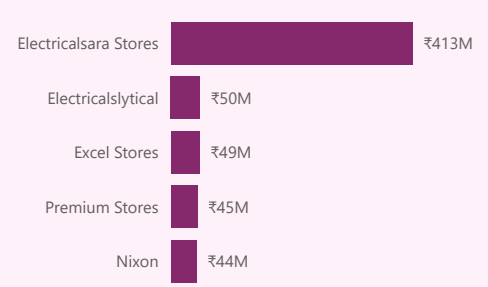
custo... Brick & Mortar E-Commerce



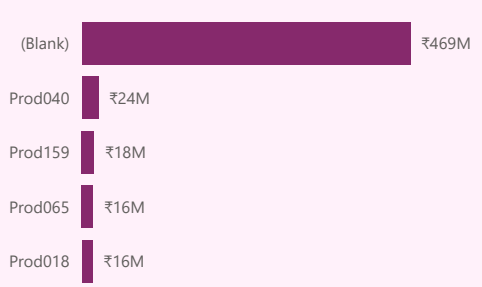
Revenue Trend



Top 5 Customers



Top 5 Products



₹985...

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

2017

2019

2018

2020

Jun
17

Jul
17

Aug
17

Sep
17

Oct
17

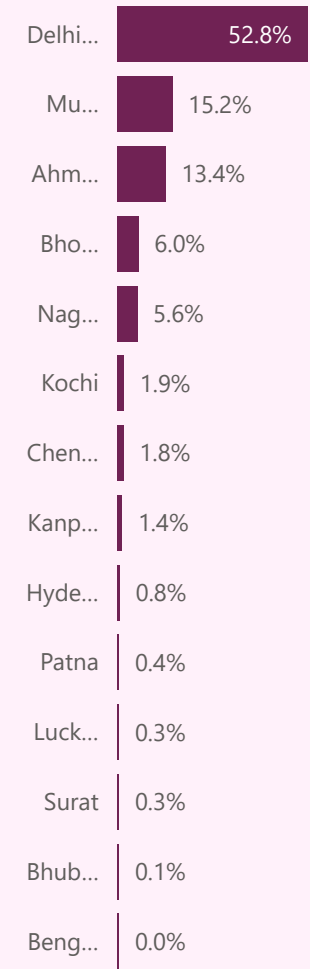
Nov
17

Dec
17

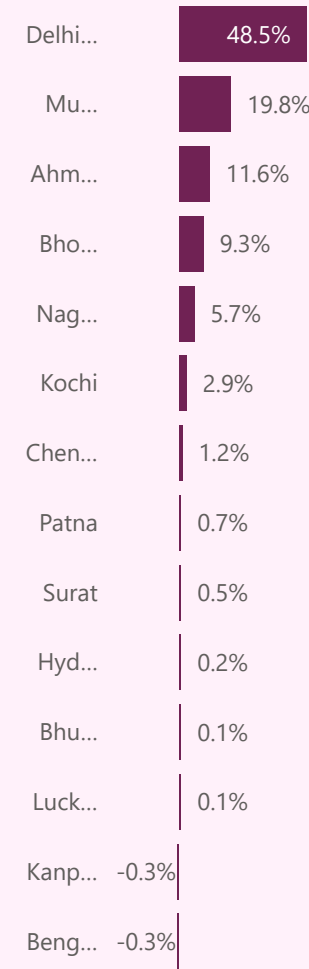
Jan
18



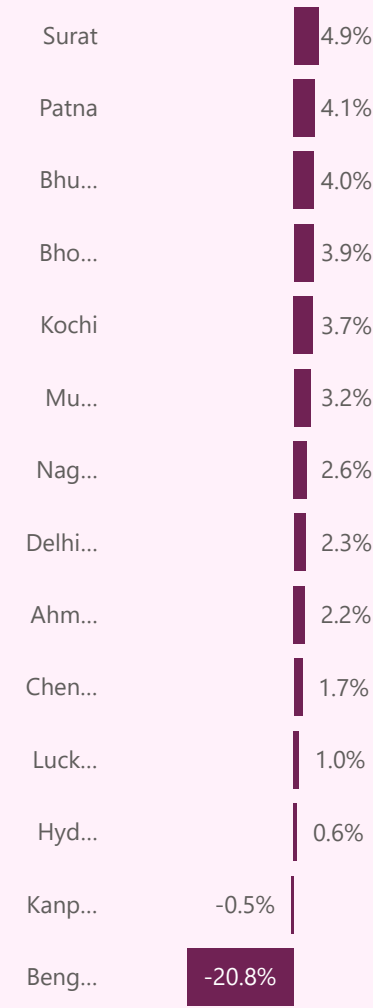
Revenue Contribution % by Market



Profit Contribution % by Market

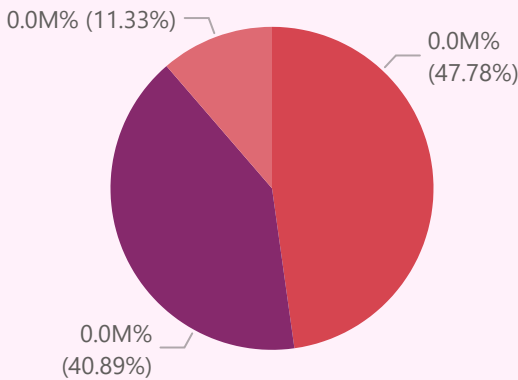


Profit % by Markets



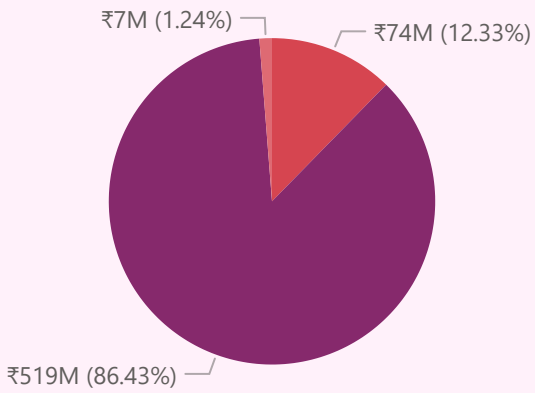
Profit Margin % by Zone

zone ● Central ● North ● South



Revenue by Zone

zone ● Central ● North ● South



customer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Contribution %
Electricalsara Stores	₹41,33,33,588	42.0%	2.3%	37.7%
Electricalslytical	₹4,96,44,189	5.0%	3.4%	6.8%
Excel Stores	₹4,91,15,620	5.0%	1.4%	2.8%
Premium Stores	₹4,49,06,666	4.6%	2.3%	4.3%
Nixon	₹4,38,93,083	4.5%	4.1%	7.2%
Info Stores	₹3,51,00,033	3.6%	0.9%	1.3%
Control	₹3,17,71,997	3.2%	2.6%	3.3%
Surge Stores	₹2,86,48,916	2.9%	2.3%	2.7%
Acclaimed Stores	₹2,11,96,727	2.2%	1.5%	1.3%
Forward Stores	₹2,10,26,079	2.1%	2.7%	2.3%
Enic Stores	₹1,87,50,440	1.9%	1.8%	1.3%
Total	₹98,48,13,463	100.0%	2.5%	100.0%

₹336M

Revenue

847K

Sales Qty

2017

2019

2018

2020

Jan
19

Feb
19

Mar
19

Apr
19

May
19

Jun
19

Jul 19

Aug
19



Profit Target



1%

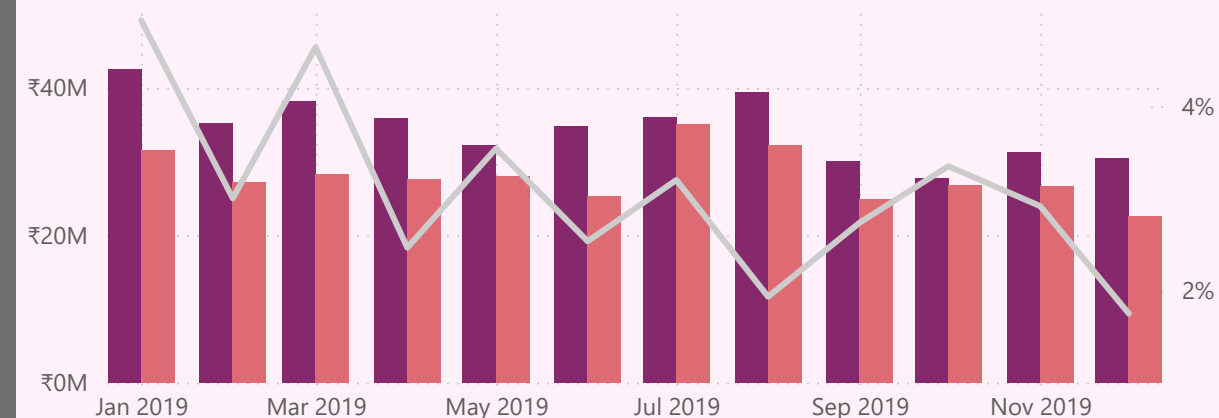


₹10.5M

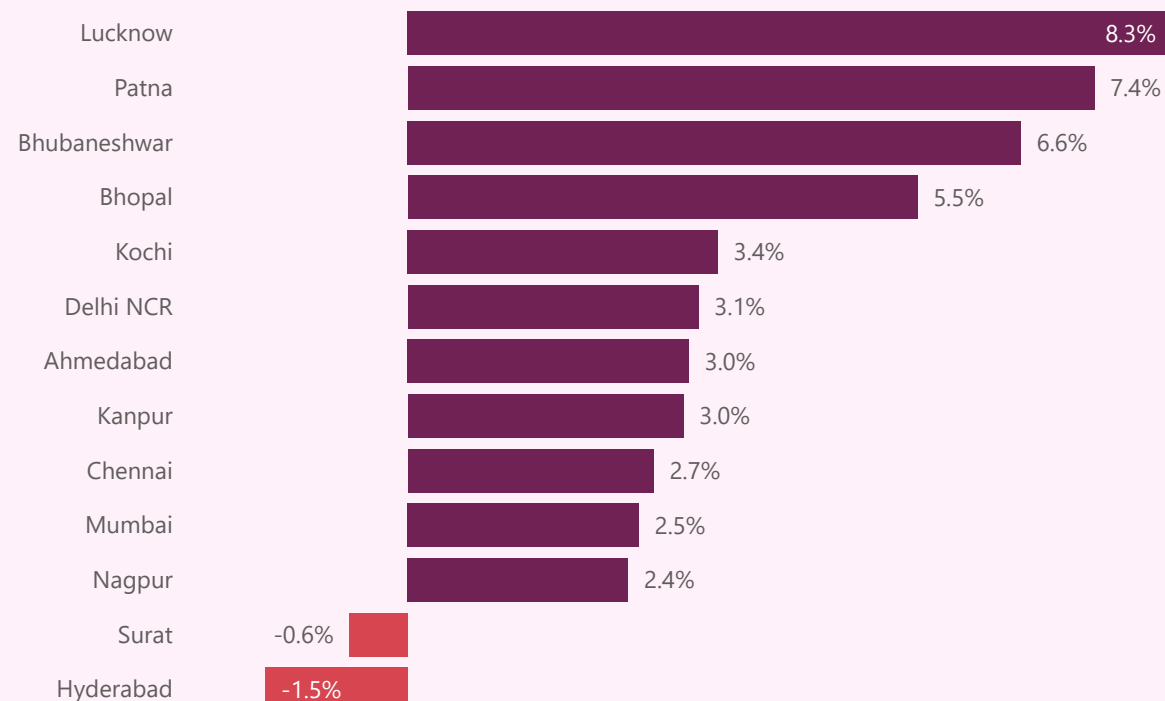
Total Profit Margin

Revenue Trend

● Revenue LastYear ● Revenue ● Profit Margin %



Profit Margin % by Market



custmer_name	Revenue	Revenue Contribution %	Profit Margin %	Profit Contribution %
Acclaimed Stores	₹70,39,364	2.1%	-1.6%	-1.1%
Electricalslance Stores	₹10,69,121	0.3%	-5.2%	-0.5%
Electricalsbea Stores	₹1,55,049	0.0%	-4.3%	-0.1%
Sage	₹4,04,123	0.1%	0.1%	0.0%
Electricalsquipo Stores	₹3,55,573	0.1%	1.4%	0.0%
Expression	₹1,94,094	0.1%	6.9%	0.1%
Novus	₹9,87,746	0.3%	3.1%	0.3%
Propel	₹16,02,317	0.5%	2.4%	0.4%
Zone	₹19,21,344	0.6%	2.1%	0.4%
Electricalsocitv	₹46.17.369	1.4%	1.5%	0.7%
Total	₹33,60,19,102	100.0%	3.1%	100.0%

₹985M

Revenue

2M

Sales Qty

₹24.7M

Total Profit Margin

2017

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Jun
17

Jul 17

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17

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17

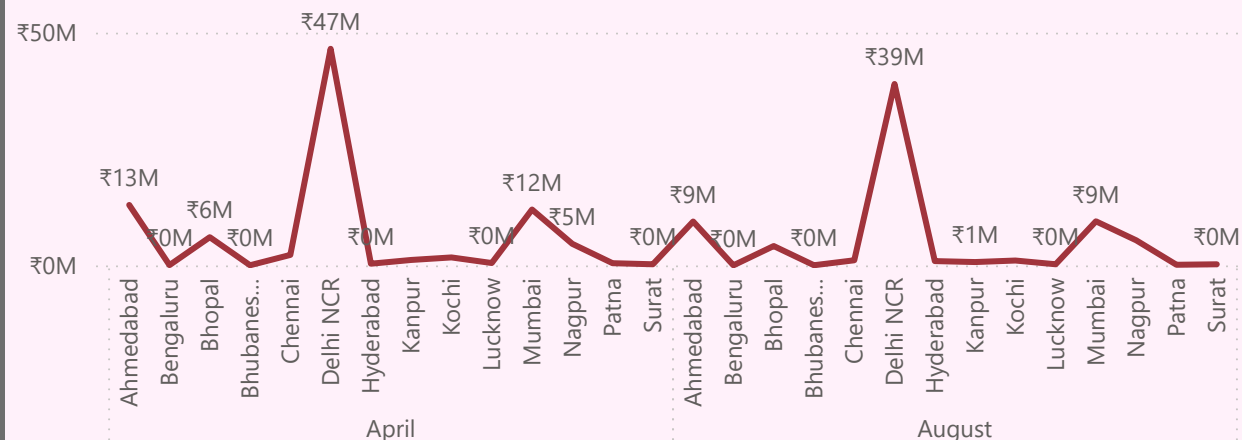
Oct
17

Nov
17

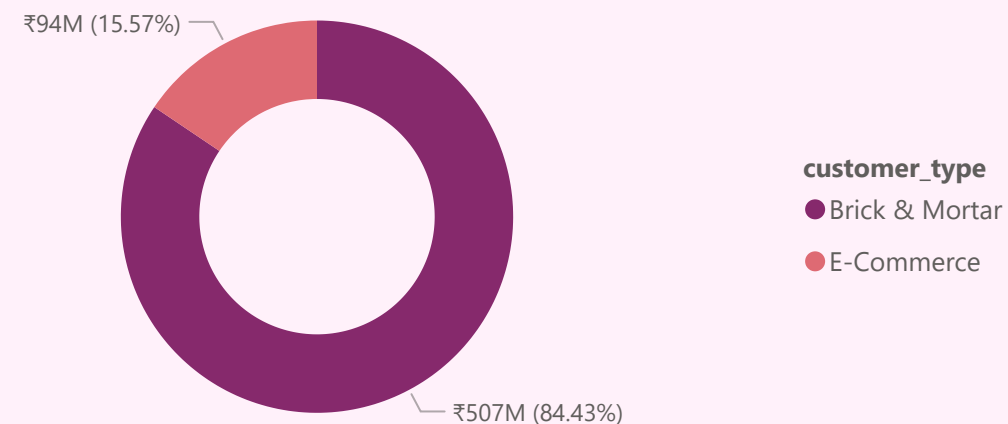
Dec
17

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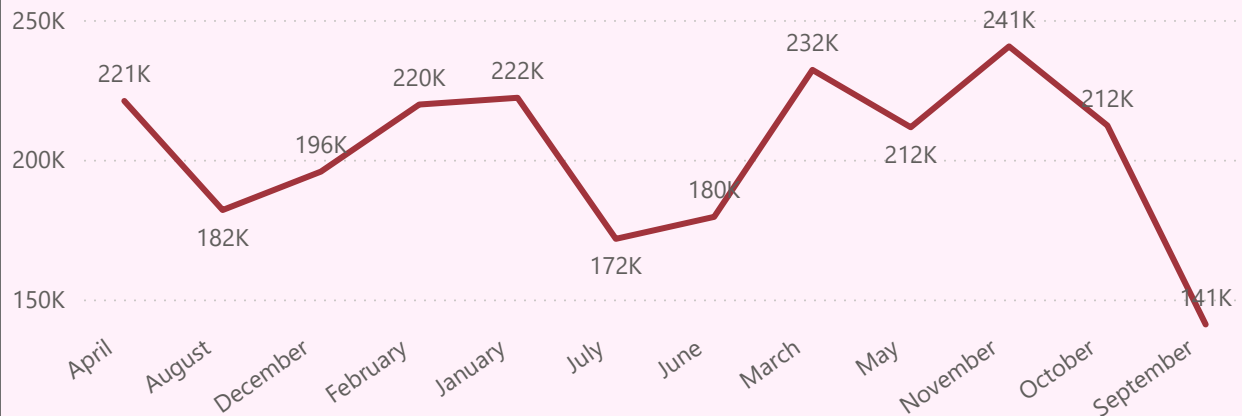
Revenue by Month and Markets



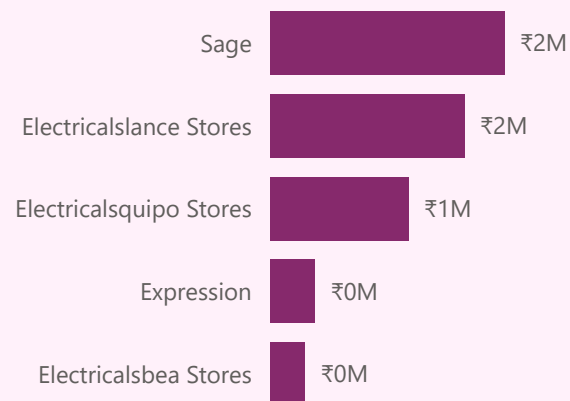
Revenue by Customer Type



Sales Qty by Month and Markets



Bottom 5 Customers



Bottom 5 Products

